

## **NEWPORT BEACH PUBLIC LIBRARY**

**To:** Board of Library Trustees

**From:** Katherine Mielke, Marketing Specialist

**Re:** 2015-16 Marketing Update – April 18, 2016 Board of Library Trustees Meeting

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### **MARKETING UPDATE**

April 18, 2016

#### **Marketing Objectives**

The Newport Beach Public Library markets its services, resources and programs with the goals of strengthening the Library's image, increasing library use and program attendance, boosting website traffic, demonstrating value to the community, and encouraging support by stakeholders, City officials, and the public.

Our marketing efforts utilize a variety of communication methods to reach a diverse audience of students, business people, seniors and families. We actively market through a combination of publicity, print promotion, electronic marketing, social media, community outreach and partnerships.

#### **Programs and Events**

- **More than 340 programs were held at NBPL in 2015-16. We actively promoted over 150 events with publicity and marketing materials.**

##### **■ Library Events**

- National Library Week
- Summer Reading Program
- Sunday Musicales
- Children's Programs
- Author/Illustrator Talks
- Imagination Celebration
- eTraining Classes – Let's Talk Tech and Tuesdays @ 2
- Medicine in Our Backyard - Medical Lectures
- Beyond the Canvas Art Lectures
- SCORE Business Lectures
- Teen Program/College Prep and Writing Programs
- Mariners 10<sup>th</sup> Anniversary Celebration

##### **■ Literacy Events**

- International Literacy Day
- Gift of Literacy Fundraising Luncheon

### ■ **Cultural Arts Events**

- Newport Beach Art Exhibition
- Concerts on the Green
- Shakespeare by the Sea
- Joan Brandt Centennial Celebration
- Sculpture Exhibition at Civic Center
- Art Exhibits at Library
- Art Lectures

### ■ **Foundation Events**

- Making Memories for Children
- Bunnies and Books Festival for Kids
- Library Live
- Distinguished Speakers
- Book Discussion Group

### ■ **Friends of the Library Events**

- Book Sales
- Book Appraisal Clinic

## **Elements of 2015-16 Marketing Program**

### **1. Publicity/PR**

Continued efforts to obtain valuable free publicity by updating and expanding press list, pitching press and arranging for NBTv filming of events.

- **Press Releases** – Over 60 releases were sent this year resulting in multiple articles about library events appeared in Daily Pilot, NB Independent, OC Register, OC Weekly, The Current, Corona del Mar Today, Patch.com, Newport Beach Magazine, Laguna Beach Magazine, Coast Magazine, OC Metro, and other publications. Press release on Courtroom art attracted attention of Extra TV and multiple new press contacts.
- **Online Listings** – Regularly submit events in the online event calendars for Daily Pilot, OC Register (includes Coast Magazine), Spark OC, OCFamily, and Kids Buzz.
- **Peachtree School Flyer system** – online flyers for parents of NMUSD students
- **Editorial Opportunities** – Regular articles appeared in NMUSD School News, Port Street Living Magazine and Spyglass View community magazines.
- **NBTv** – Regularly filming numerous Library and Arts programs – Musicales, medical lectures, author presentations and arts events – for NBTv viewing and online streaming.

## **2. Print Marketing**

Consistent branding of marketing materials using cost-effective printed pieces that can be displayed in library continued to be an effective marketing tool. Collaborating with City organizations and Foundation also increased exposure.

### **■ Marketing Materials**

- Library Brochures
- Monthly Calendars
- Rack Cards for Event Series
- Flyers for Children's Programs
- Bookmarks for special programs
- Newport Beach Navigator
- Banners and Signs
- Displays
- Promotional items

## **3. Electronic Marketing**

### **■ Website and website ads**

- With over 275,000 unique users accessing the library website this year the website homepage presents the best and most cost effective way to spread the word about programs and services to library customers.
- Increased use of web ads, both rotating at top of page and static ads on sides – over 100 web ads created

### **■ E-News mailings**

- Increased subscriber list to over 20,450 – 14% increase
- Added additional event emails – 3-4 eblasts monthly
- Open rate: 21.1 Bounce rate: 2.3%

### **■ Digital Screen ads** – Added digital screens at Mariners and Balboa Branches so now including their events on digital screens.

### **■ Social Media** – Increased effort to post regularly on social media

- Facebook – 1280 followers
  - Likes are up 10%, reach is up 30%
  - Demographics: 63% Women, 36% men
  - Age: 8-24=13%, 25-34=38%, 35-44=26%, 45-54=11%, 55-64=6% 65+ = 4%
- Twitter – 568 followers – followers up 15%, impressions up 25%
  - Demographics: 61% Women, 39% men
- Pinterest – 621
- Instagram – 50
- YELP – ranked #1 of OC libraries

## **4. Marketing Partnerships**

### **■ Continued effort to promote partner organizations that support Library**

- Friends of the Library
- NBPL Foundation
- Credit Union of Southern California
- Arts Commission
- NB Chamber
- WINN
- Film Festival

### **■ Continued successful partnering on programs at the Library**

- Children's Authors and Illustrators with Whale of the Tale Bookshop
- Medical Lectures with UC Irvine Health
- Beyond the Canvas Art Lectures
- SCORE workshops
- Credit Union workshops
- Gardening program with Sherman Gardens
- Library exhibits with Arts Commisison

## **2016 Marketing**

In addition to event marketing, there has been a focused effort to bring attention to the many valuable programs and services that distinguish the Newport Beach Public Library as a highly regarded, technologically advanced community resource as well as an important community gathering place.

Special projects this year have included:

- Website evaluation and beginning phase of redesign
- Developed and branded Let's Talk Tech workshops
- PSAs filmed for NBTv
- Mariner's 10<sup>th</sup> Anniversary Celebration
- Joan Irving Brandt Centennial Celebration

## **2016-17 Marketing Goals**

### **1. Goal: New library website**

- New look that coordinates with City website and uses same Content Management System making it easier to get assistance from City IT
- More responsive for use on phones and tablets
- More friendly and intuitive for non-IT personnel to update
- Uses same calendar data so it eliminates duplication of work
- Uses same press release broadcast system which will show up on page
- More secure

## **2. Goal: Showcase library's digital resources & encourage technological literacy**

- Digital Saturday - September 17, 2016 – Partnering with Santiago Library Systems (SLS) to organize and participate in county-wide Digital Saturday. Opportunity to demonstrate library technology in an interactive open house setting with a variety of stations, focusing on variety of digital resources available including:
  - eBooks and eMagazines
  - Databases
  - Tech toys
  - Media Lab
- Revise Database/eBranch brochure to include Lynda.com, Scienceflix and other new databases now available.

## **3. Goal: Keep community involved and apprised of Corona del Mar Branch Library project**

- Website ads
- eBlast updates
- Community outreach

### **#1 Library in Orange County according to Yelp reviews**

"This is a really freaking nice library and I'm totally biting my lip and regretting not studying here back when I was at UCI!!

Clean, modern, open and spacious design with plenty of seating, resources, desks and various areas. They have an outdoor area to enjoy or take a walk and even a cafe inside."

Amanda K – 4/5/16

"My favorite place to study! There is even a view of the ocean if you sit in the right place. It is beautiful! The staff is friendly, there are quite a few plugs, always lots of seating, and good internet."

Niki P – 3/21/16

"Best Library Ever. Seriously, have you been to a public library that was facing the beach, serves Kean coffee at its cafe (a public library has a cafe?), and totally modern with outlets and tons of study space?"

Jessica Y – 3/8/16